

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant Burson Marsteller 1801 K Street, NW #10th Floor Washington, DC 20006	2. Registration No. 2469
3. Name of foreign principal Republic of Turkey	4. Principal address of foreign principal ABDI IPECKI; Caddesi No. 65 Kat 2 Macka, Istanbul

5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
- ☐ Partnership
- ☐ Corporation
- ☐ Association
- ☐ Individual—State his nationality _____
- ☐ Committee
- ☐ Voluntary group
- ☐ Other (specify) _____

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant. Republic of Turkey Prime Ministry Housing Development Administration Habitat II Project Coordination Unit
- b) Name and title of official with whom registrant deals.
Ms. Asli Germen
Director of Promotion

7. If the foreign principal is a foreign political party, state:

- a) Principal address N/A
- b) Name and title of official with whom registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

N/A

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

N/A

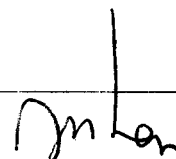
10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

N/A

Date of Exhibit A
May 29, 1996

Name and Title
Gus Weill
EVP and Managing Director

Signature



INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

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Name of Registrant	Name of Foreign Principal
Burson-Marsteller	Republic of Turkey

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit. */
- ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

*/ Registrant has been retained by a consortium of advertising agencies who have been contracted by the Republic of Turkey, Habitat II Project Coordination Unit.

- Describe fully the nature and method of performance of the above indicated agreement or understanding.

See attached contract.

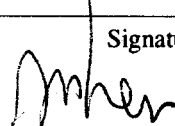
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INTERNAL SECURITY
REGISTRATION UNIT

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See attached contract.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☒ No ☐ See attached contract.

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
May 29, 1996	Gus Weill EVP/Managing Director	

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Burson-Marsteller

AGREEMENT

This Agreement is entered into this 22th day of December by and between the Consortium of Lowe Adam Tanitim Hizmetleri A. S. and Yorum Tanitim Basim ve Yayin Hizmetleri A. S. (hereinafter referred to as the "Client"), and Burson-Marsteller (hereinafter referred to as "B-M"), a division of Young & Rubicam LP, regarding international and local communications services provided to Client by B-M.

1. SERVICES

- a. Professional Services. As requested by Client, B-M will provide the professional services specified in Attachment A, incorporated herein by reference, in a diligent and timely manner. The total costs specified in Attachment A will not exceed \$400,000 without Client's prior written approval. If Client changes scope of work specified, B-M will submit a revised estimate for Client's approval.
- b. Special Services. In addition to the professional services specified in Attachment A, B-M may provide additional services for projects and products as requested by Client. Before special services are undertaken, B-M will submit costs estimates and billing terms to Client for written approval.

2. COMPENSATION

Client agrees to pay B-M in US dollars for all costs incurred by B-M in providing services requested by Client, as set forth in this section and according to the billing procedures in Section 3.

- a. Monthly Billing Cycle. B-M will base its invoices on a monthly billing cycle.
- b. Time Charges. For the period of November 01, 1995 through November 30, 1995 services rendered by B-M's professional staff, including secretarial, will be billed to Client on an hourly basis. For the period of December 01, 1995 through June 30, 1996 services rendered by B-M's professional staff, including secretarial will be billed to Client on a fixed monthly fee basis as indicated in Section 3 a herein.
- c. Out-Of-Pocket Expenses. Client will reimburse B-M without markup for actual out-of-pocket expenses, including travel-related expenses and the entertainment of editorial and other parties whom Client has requested B-M to entertain. It is agreed that all B-M travel will be at economy class for both domestic and international travel.

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If B-M requires the services of an outside supplier in providing production-related services to Client, B-M must obtain Client's prior written approval. Upon such approval, Client will pay B-M the cost of such services plus a ten percent (10%) markup. Production-related services are items such as mechanical and art costs for printing, including typography and comprehensive layouts, and audio visual production costs, including talent, props, scenery, sound and lighting, rights, license fees and producers' fees. In the case of any individual production related expense in excess of US \$3,000, Client shall have the option of (i) paying B-M in advance without incurring the 10% mark-up or (ii) having B-M coordinate the billing to such outside supplier, in which case Client will pay B-M the cost of such outside supplier plus the 10% mark-up.

- d. Internal Expenses. Client agrees to pay B-M for internal expenses incurred in servicing Client's account. Internal expenses are bulk photocopies, long distance telephone, bulk mailings and bulk faxes.
- e. Support Service Expenses. Support services rendered by B-M employees for Client will be billed at the hourly rates in effect during the month in which services are rendered. Support services are word processing and desktop services.
- f. Administrative Charge. Client will pay B-M a monthly amount of US \$1,200 for administrative costs, such as local telephone and routine postage, that are necessarily incurred in providing services to Client.
- g. Expenses. All expenses listed in Sections 2 c, d, e and f are to be incurred in accordance with the budget specified in Attachment A.

3. BILLING PROCEDURES

- a. Payment of Monthly Time Fee. For the period of November 01, 1995 through November 30, 1995 B-M will send Client an invoice for services rendered on an hourly basis at the hourly rates in effect at the time services were rendered. For the period of December 01, 1995 through June 30, 1996 for the services specified in Attachment A and Section 2b herein, on or about the beginning of each month B-M will send Client an invoice for the fixed monthly time fee of US \$45,670.
- b. Payment of Expenses. On or about the end of each month B-M will send Client an invoice in US dollars for out-of-pocket expenses, internal expenses, support service expenses and administrative charges as specified in Section 2 above, incurred by B-M in providing services requested by Client during the previous month and in accordance with Attachment A.

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- c. Payment Due Date. Client will pay B-M the amount of each invoice in US dollars within fifteen (15) days of receipt of delivery of each invoice, unless advance payments to third parties are required. In the case any individual advance payments in excess of US \$1,000 to third parties, Client will pay B-M within five (5) business days of receipt of presentation of an original invoice from B-M to Client.
- d. Wire Transfer. All payments to be made by Client shall be made via wire transfers to the following account:

Burson-Marsteller
The Bank of New York
530 Fifth Avenue
New York, NY 10017

Account No. 890-0229-594
ABA Routing No. 021-000-018

- e. Late Charges. If Client fails to make any payment due under this Agreement within thirty (30) days after it is due, B-M reserves the right to charge, in addition to the amount due, interest thereon at the prime rate of interest charged by The Chase Manhattan Bank, N.A., One New York Plaza, New York, NY 10004 as of the due date of such payment.
- f. Taxes. It is clearly understood and agreed that each party to this Agreement shall be liable for any taxes due by their respective companies under any legally applicable laws.
- g. Invoicing. It is understood that at the request of the Client, all invoicing for Client shall be sent directly to Lowe Adam Tanitim Hizmetleri A. S. at Buyukdere Cad. 57/4 Maslak, Istanbul 80725 Turkey.

4. OWNERSHIP OF MATERIALS

All materials and work productions made by B-M under this Agreement, including but not limited to, all slogans and publicity materials while this Agreement is in effect and after termination hereof, are as between B-M and Client, the Client's property exclusively (subject to certain third party limited rights, such as licenses which B-M has informed Client of), provided that the Client pays for the materials.

5. INDEMNIFICATION

- a. Client's Responsibility. Client is responsible for the accuracy, completeness and propriety of information that it provides to B-M concerning Client's products, services, organization and industry. Client is responsible for reviewing all publicity or other materials prepared by B-M under this Agreement to confirm that all representations, direct or implied, are supportable by objective data then possessed by Client, and to confirm the accuracy and legality of the descriptions and depictions of the products and services of Client and its competitors.

Client will indemnify and hold B-M harmless from and against all losses, damages, liabilities, claims, demands, lawsuits and expenses, including reasonable attorney's fees, that B-M may incur or be liable for arising out of or in connection with any of the following:

- o any publicity or other materials prepared or placed by B-M for Client, or other service performed by B-M for Client; or
- o allegations that Client's activities violate or infringe upon the copyright, trademark, patent or other rights of any third party, or that Client's activities induce, promote or encourage the violation of or infringement upon the rights of any third party.

Client's obligations under this Section 5 include payment for all material expenses (including reasonable attorney's fees) incurred by B-M as a result of its relationship with Client in connection with any subpoena, discovery demand or other directive having the force of law or governmental inquiry the response to which Client does not object, served upon B-M or any of its affiliates that relate to Client, its business or its industry that arises out of any litigation, proceedings or investigations involving Client.

- b. Burson-Marsteller's Responsibilities. It will be the responsibility of B-M to make certain that the necessary contracts or releases have been obtained with or from those whose name and likenesses, testimonials, scripts, musical compositions, or similar materials or rights are used in the materials prepared under this Agreement, and B-M agrees to indemnify the Client against any liabilities and expense the Client may incur as a result of B-M's failure to obtain the above-mentioned contracts or releases. It is expressly understood that the foregoing indemnification by B-M shall not apply in situations where the Client directly arranges and signs such contracts or release or agreements with third parties nor shall it apply where the claim arises from matters as to which B-M has advised Client in writing of the risks involved and Client has agreed to accept those risks in which cases Client shall indemnify B-M.

B-M will indemnify and hold Client harmless from and against all losses, damages, liabilities, claims, demands, lawsuits and expenses, including reasonable attorney's fees, that Client may incur or be liable for as a result of B-M's sole negligence, willful misconduct or any breach of its obligations under this Agreement.

- c. Use of Information By Third Parties. In regards to information Client requests B-M to release to the media or other third parties, it is understood that B-M has no control over information once it has been issued to the media or another third party. B-M cannot assure the use of any material by any medium - print or electronic, nor the accuracy of what any third party publishes. In any case of inaccuracies or errors on the part of the media or any third party, B-M shall have no liability whatsoever, but will use its best efforts to obtain a correction.

6. CONFIDENTIALITY

B-M, on behalf of itself and its employees, hereby covenants and agrees that during the term of this Agreement and for a period not to exceed three (3) years upon termination of this Agreement it:

- a. shall keep confidential any and all proprietary information ("Information") concerning Client's business and operation which becomes known to B-M by reason of the performance of its services on Client's behalf. Proprietary information includes, but is not limited to, corporate plans and strategies, new product samples, specifications, formulations, and pricing information;
- b. shall not disclose any Information to any person outside of the employ of B-M, unless to do so is required in connection with the performance of its services, and in such event B-M hereby agrees to advise said third parties of the confidential nature of said material and to require said third parties to sign a confidentiality agreement containing the terms contained in this Section 6 herein; and
- c. shall return to Client all such Information then in its possession at the termination of B-M's services, except that B-M shall be entitled to keep evidence of its work product without breaching its confidentiality obligations stated herein.

It is further agreed that none of the above shall apply to the following:

- a. information that is in the public domain at the time of disclosure to B-M;

- b. information that is in the possession of B-M or its employees at the time of disclosure to B-M;
- c. information that B-M, or its employees, receive from a third party under no obligation of confidentiality to Client; and
- d. information required to be released by B-M in compliance with any court order or other directive having the force of law.

7. **NON-WAIVER**

The failure of B-M or Client at any time to enforce any of the provisions of this Agreement or any right or remedy available hereunder or at law or equity, or to exercise any option herein provided, will in no way be construed to be a waiver of such provisions, rights, remedies or options or in any way affect the validity of this Agreement.

8. **BREACH**

This Agreement may be terminated by either party upon written notice to the other party in the event of the other party's material breach of any of the terms of this Agreement, which breach shall not have been cured within ten (10) days of such written notice.

9. **OTHER RULES GOVERNING THIS AGREEMENT**

- a. **Duration.** This Agreement begins as of November 01, 1995 and continues until June 30, 1996. Client shall have the option to extend this Agreement for up to three months with notification to B-M by June 15, 1996. Client will pay for all charges incurred under this Agreement up to the effective date of expiration, including the extension period if Client extends. On the date of expiration, B-M will give or otherwise transfer to Client all property in B-M's possession that belongs to Client, as provided by Section 4, and all contracts for materials and services entered into by B-M for Client.
- b. **Agent/Client Relationship.** In purchasing materials or services on Client's behalf and with Client's prior written approval, B-M acts as Client's agent, and may state this relationship in contracts and orders. In all other respects, B-M's relationship to Client shall be that of independent contractor. B-M shall be responsible for payment to all third parties subcontracted by B-M under this Agreement, provided Client has remitted the funds to B-M to enable B-M to make such payments.

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- c. Notices. All notices made under this agreement shall be made to the following:

Burson-Marsteller
230 Park Avenue South
New York, NY 10003

Lowe Adam Tanitim Hizmetleri A.S.
Yorum Tanitim Basim ve Yayin Hizmetleri A.S.
Buyukdere Cad. 57/4 Maslak, Istanbul
80725 Turkey

Attn: Gus Weill

Attn: Mr. Nazar Buyum

- d. Governing Law. The formation, validity, performance and interpretation of this Agreement and of each clause and part thereof shall be governed by and construed in accordance with the Laws of Switzerland (any private international law of Switzerland or any other country excepted). This Agreement has been prepared and executed in the English language.

Unless otherwise specifically required hereunder, all notice and other communication required or permitted under this Agreement shall be written in the English language.

- e. Arbitration. All disputes in connection with this Agreement shall be finally settled under the Rules of Conciliation and Arbitration of the International Chamber of Commerce (ICC) by one or more arbitrators in accordance with the said Rules. The arbitration, including the rendering of the award, shall take place in Geneva, Switzerland. The language to be used in arbitral proceedings shall be in English.
- f. Survival. The terms and conditions of Sections 4 and 5 herein shall survive termination of this Agreement.
- g. Validity. If and to the extent that any court of competent jurisdiction holds any provisions of this Agreement to be invalid or unenforceable in a final nonappealable order, such holding shall in no way affect the validity of the remainder of this Agreement.
- h. Headings. Headings in this Agreement are for reference only. In case of a conflict between a heading and the content of a section, the content controls the meaning.

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- i. Entire Agreement. This letter constitutes the entire agreement with respect to the matters it contains. It can be modified or amended only by a written document, which is enforceable only if signed by the party against whom enforcement is sought.

B-M and Client indicate their acceptance of this Agreement by having their respective duly authorized representatives sign in the spaces provided below.

Sincerely yours,

Burson-Marsteller

By: [Signature]

Date: December 22, 1995

Title: Executive Director

Agreed and Accepted:

Consortium of Lowe Adam Tanitim Hizmetleri A. S. and Yorum Tanitim Basim ve Yayin Hizmetleri A. S.

By: [Signature] Date: _____

Title: CEO

By: _____ Date: _____

Title: _____

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Attachment A

**Budget and Plan for Providing Public/Media
Relations and Lobbying Support**

December 21, 1995

Dec. 22, 1995

Burson-Marsteller

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I. Introduction

The following document represents Burson-Marsteller's program for providing international communications support surrounding the Second UN Conference on Human Settlements, Habitat II. It incorporates program elements, tailored to your suggestions, that we believe will substantially raise the level of awareness and generate positive attention towards Habitat II and Turkey, the host country.

Burson-Marsteller has already begun work on your behalf. Last month, we arranged a series of media interviews here in New York, which included meetings with *Business Week*, *Time Magazine* and *The Guardian*. We have also begun the extensive amount of preparatory work which will be required for our global program.

Our program will focus our resources on elevating the issues at the center of your agenda through communications techniques that will help us to accomplish our goals quickly and cost-effectively. And, as the Habitat II Summit approaches, our program will focus on the conference and its participants, raising anticipation and excitement for the important events that will occur in Istanbul in June of 1996. While the conference is underway, we will orchestrate an aggressive, creative and multi-faceted effort to attract positive world attention to what is transpiring in Istanbul, and most significantly, to the many attributes of the host city and country.

The result: a comprehensive media plan, guided by clear objectives and measured by quantifiable goals, that will fundamentally re-position Habitat II as a critically important event and Turkey as an admirable and attractive host.

II. Program Elements

International Media News Bureau

Burson-Marsteller will implement an international media news bureau as the fundamental building block of our efforts to generate positive media attention around the conference. We place so much emphasis on this part of our program because we believe the success of Habitat II depends on the following elements: that a constant stream of key messages and informative, targeted information be delivered to the press; that current, targeted media lists are readily available; that our spokespeople be well versed in the techniques of message and delivery; and that a trained staff of knowledgeable professionals is working full time to get your message across.

We will accomplish all of this by implementing an international media news bureau, headquartered in our New York office with intensive participation out of our Europe and Asia offices, that will develop messages and story lines to give our target audiences across the globe a more detailed, positive picture of Istanbul and the UN Conference. The resources you devote to the news bureau will be apportioned out to our offices around the world as events and opportunities warrant. The news bureau is the heart and soul of the program, and that is why we have structured our budget to focus quite intensively on it.

Our international media news bureau will launch a massive earned media effort to maintain an ongoing high profile for Istanbul's hosting of Habitat II by issuing focused news releases and story ideas that effectively publicize and elevate the conference and its host country. Releases will be sent to all major business and news publications to be followed by personal phone contacts.

Our news bureau will work aggressively to generate stories and coverage in the media. We will orchestrate a series of meetings with editorial boards and one-on-one interviews with correspondents of major daily newspapers in the cities and countries key to the program. And, we will use information supplied by you to create story ideas including examples of cities that have reversed urban decay; private sector participants whose products have revolutionized urban planning; local interest angles detailing the urgency of our global shelter problem; and most importantly, the impact Habitat II will have in addressing these issues. Our media team will then ensure that these press releases and articles seeking to generate ink on conference related issues are placed in local and international media.

Each of these and other components of our international media news bureau will provide the solid platform to sustain our aggressive media support on behalf of Habitat II and Turkey.

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II. *Program Elements (cont.'d)*

International Media Tour

Burson-Marsteller will orchestrate an international media tour with the appropriate representatives to promote and bring attention to the issues of Habitat II and its host country. This tour will be an excellent publicity opportunity to shore up support and interest around the conference. We recognize, however, the sensitivity the UN has towards our efforts in the international arena, and we will continue to consult you on our approach to these activities.

Op-Ed Program

Beginning immediately, we will conduct a campaign to create and place op-eds about the conference and relevant issues in important national and international papers. We have compiled a preliminary list of Op-Ed candidates ranging from prominent Turkish nationals to representatives from an array of interested groups under whose by-line the articles will appear. With your help we will identify appropriate high-level conference representatives as well. We will then work closely with these individuals to ensure the proper content and messages in support of the host country are communicated, and ultimately make sure that these articles are carried in prominent publications.

Media Training

Beginning with your next visit to the United States for the final Preparatory Committee meeting in February, Burson-Marsteller will work with you to ensure that the Habitat II spokespeople we have identified are properly trained. We feel strongly that our spokespeople will achieve maximum impact with the press if they participate in a formal media training with our in-house media specialists.

Media List

We have already created a customized media database, categorized by key audiences including journalists, members of the UN press corps and key organizational representatives, that we will continuously update and expand. We will continue to maintain regular phone contact with these and other relevant journalists to sustain interest in the objectives and results of the conference, and of developments within Turkey.

Mailing List

We will also create a targeted mailing list of major opinion leaders (senior government officials, National Committee Chairs, NGO's, Association Leaders) to proactively deliver a constant flow of information to specific groups who must be reached with your message.

Burson-Marsteller

II. Program Elements (cont'd.)

Turkey: Case Histories in Success

We will write and produce a series of case histories, from information you provide, highlighting and describing Turkey's forthright and effective response to housing issues. These documents will serve as a key element in our effort to show Turkey's leadership in addressing the issues concerning Habitat II. They will be a very useful tool for our media news bureau.

Press Kit

Burson-Marsteller's news bureau will develop a comprehensive information kit as a basic tool to provide the media. The kit, designed for easy reference and translated into the appropriate languages, will be distributed to our target audience so that essential information will be at the fingertips of key local and international reporters. The kit will be updated regularly to reflect conference developments and press activities.

This kit will include the following documents:

UN Conference Objectives

Burson-Marsteller's news bureau will develop a comprehensive information kit as a basic tool to provide the media. The kit, designed for easy reference and translated into the appropriate languages, will be distributed to our target audience so that essential information will be at the fingertips of key local international reporters. The kit will be updated regularly to reflect conference developments and press activities.

"Shelter for All Campaign"/UN Bill of Rights

A critical publicity vehicle we will use to raise the importance of settlements in the public eye is the "Shelter For All Campaign" which will publicize and secure recognition of the fact that access to shelter is a fundamental human right. In addition to this documents' use in our press materials, we would seek to incorporate recognition of the right to shelter into the UN Global Plan of Action to be publicly signed into action during the conference.

II. Program Elements (cont'd.)

"Successful Cities" Campaign

As described earlier, Burson-Marsteller will showcase the importance of the city's role in economic and cultural development by creating a "Successful Cities" campaign, with information supplied by you, whereby we will write and place in international publications extensive case histories of cities that have used technology, advanced urban planning and vision to turn examples of urban decay into models of urban growth. This campaign could then be a vehicle for a highly publicized media tour with the appropriate Habitat II representative to "success story cities" around the globe promoting the conference and attention to urban issues.

The UN Success Story

As an important element of our press materials, Burson-Marsteller will create a "UN Accomplishments" pamphlet to highlight the important contributions that the United Nations, and most importantly, UN global conferences have made across the world.

The Press kit will also include:

- A detailed press release about the Habitat II Conference and its objectives.
- An up-to-date history of Istanbul-- attractions and cultural distinctions.
- Relevant photographs: Istanbul's main attractions, UN Secretary General Boutros Boutros Ghali, Conference Secretary General N'Dow.
- Press Release promoting conference and creating excitement about the event.

III. Conference Support

Preparation for this phase of the work will begin immediately, but much of what follows would be launched in the March - June period, when we can begin to generate substantial media attention around the event itself.

Lobbying - Enlisting Support

As part of our ongoing activities, Burson-Marsteller will work with our international network of offices to implement an aggressive international communications effort designed to encourage the participation of our targeted prospective attendees. By attracting the right kind of high-level support for the Conference, we will be assured of extensive and global free media coverage. Aided by the list of National Committee Chairs that you will provide, we will work with you to identify the officials you wish to target, develop a plan for influencing them and then execute those plans.

Vice President Gore's recent appointment as Honorary Co-Chair of Habitat II will help our efforts to bring visibility to the conference in the United States, and we look forward to hearing from you about whether we can approach Commerce Secretary Brown for his support as well.

National Support Program

We will work with you to help generate assistance to the National Support Program. With the list provided by you of allies and local companies currently involved in the conference, we will develop an introductory letter from an appropriate high-ranking Turkish official to a target list of national and international sponsors. We will then follow up with continued contact and information to ensure that the resources of interested parties are fully tapped into. We are already starting to hear from companies potentially interested in sponsoring the event, but we need to improve and expand the materials that are used in responding to this interest and in generating new interest on the part of target sponsors.

Local Media News Bureau

The crux of our efforts to maximize the impact of the conference will be a local media news bureau effort that will ensure that local knowledge and resources are focused to the task at hand. This local media news bureau will implement a rapid-response network that will not only cover "crisis issues" but which will form the foundation of an integrated communications campaign designed to respond quickly and effectively to needs as they arise.

We will partner with locally based I.M.A.G.E. Public Relations who will lend support to our efforts by organizing press conferences, issuing press releases and preparing weekly media evaluation and monitoring reports.

III. Conference Support (cont'd.)

On-Site News Bureau

Burson-Marsteller proposes to establish an on-site news bureau throughout the duration of the Habitat II Conference. Staffed with Burson-Marsteller professionals in concert with I.M.A.G.E. Public Relations, this on-site bureau will be equipped with computers, laser printers, copiers, phone and fax that will be able to handle last minute changes and developments as they arise.

We feel very strongly that an on-site news bureau is required in addition to the conference support proposed by the UN. The importance of maintaining a neutral base from which to generate host country messages cannot be underestimated in the face of potentially competing agendas and the unpredictability of such a large conference. However, we propose to craft a distinct offering in our news bureau that the media will view as important and attractive.

IV. Proposed Estimated Budget (Assumes Nov. 1 Start Date)

Program project	Fee	Out-of-Pocket Expenses *
Media News Bureau	\$150,000 (6 mos. @ \$25,000) **	\$22,000
Op-Ed Program	\$3,000 x 4 = \$12,000	
Media Training	1 mos. @ \$5,000	
Media List	2,000 x 1	\$1,000
Mailing List	2,000 x 1	\$1,000
Case Histories - "Turkey: Case Histories in Success"	\$15,000	\$2,000 x 1 = \$2,000
Lobbying/Enlisting Support	\$15,000	\$2,000
Local Public Relations	\$40,000	\$10,000
On-Site News Bureau	\$7,500	
Travel Expenses		\$15,000 (Including Previous Months)
Miscellaneous		\$11,000
Press Kit - UN Conference Objectives - "Shelter for All" Statistics Sheet - Case Histories - The UN Success Story Pamphlet	\$8,000	\$3,000
Photocopying, mailing etc.		\$7,100
Int'l Media Tour	\$9,000 x 2 = \$18,000	\$3,000 x 2 = \$6,000

- * All Out-of-Pocket expenses subject to variance of plus or minus 10%
- ** Please note that expenses for the month of November have been billed separately